

Marketing Major Degree Plan

The following curriculum is required for the Bachelor of Science or Bachelor of Arts degree in marketing. Students enrolled in the marketing major should consult with their advisor to determine which breadth, depth, and elective courses they should complete. Each student should also consult with his or her advisor to develop an individualized plan of study that is applicable to his or her own interests.

Freshman Year (32 credits)

Fall Semester (16 credits)

ECN 1500 (BAI) Introduction to Economic Institutions, History, and Principles (must earn a C or better).....	3
MATH 1010 Intermediate Algebra	4
PSY 1010 (BSS) General Psychology (3 cr) or	
SOC 1010 (BSS) Introductory Sociology (must earn a C or better) (3 cr)	3
Breadth Creative Arts (BCA) course ¹	3
Elective course(s)	3
Passing scores on Computer and Information Literacy (CIL) exams	0
Note: The CIL requirement is met <i>only</i> by passing all six exams.	

Spring Semester (16 credits)

ECN 2010 (BSS) Introduction to Microeconomics	3
ENGL 1010 (CL1) Introduction to Writing: Academic Prose	3
MATH 1050 (QL) College Algebra.....	4
Breadth Humanities (BHU) course ¹	3
Breadth Life Sciences (BLS) course ¹	3

Sophomore Year (31 credits)

Fall Semester (16 credits)

ACCT 2010 Survey of Accounting I.....	3
MGT 2050 Legal and Ethical Environment of Business	3
MIS 2200 (CI) Business Communication.....	3
STAT 2300 (QL) Business Statistics (must earn a C or better).....	4
Breadth Physical Sciences (BPS) course ¹	3

Spring Semester (15 credits)

ACCT 2020 Survey of Accounting II.....	3
MATH 1100 (QL) Calculus Techniques (must earn a C or better).....	3
MIS 2100 Principles of Management Information Systems.....	3
Depth Life and Physical Sciences (DSC) course	3
Elective course(s).....	3

Junior Year (30 credits)

Fall Semester (15 credits)

ECN 3400 International Economics for Business.....	3
ENGL 2010 (CL2) Intermediate Writing: Research Writing in a Persuasive Mode	3
MGT 3500 Fundamentals of Marketing (must earn a B- or better).....	3
MGT 3700 Operations Management.....	3
Depth Humanities and Creative Arts (DHA) course.....	3

Spring Semester (15 credits)

FIN 3400 (QI) Corporate Finance.....	3
MGT 3110 Managing Organizations and People.....	3
MGT 4540 Marketing Institutions.....	3
MGT 4550 Promotion Management	3
Elective course(s).....	3

Senior Year (28 credits)

Fall Semester (15 credits)

MGT 4510 Buyer Behavior	3
MGT 4530 Marketing Research	3
Marketing Track course	3
Elective courses	6

Spring Semester (13 credits)

BUS 3250 Discussions With Business Leaders	1
MGT 4590 Global Marketing Strategy	3
MGT 4880 (CI) Business Strategy in an Entrepreneurial Context (3 cr) or	
MGT 4890 (CI) Business Strategy in a Global Context (3 cr).....	3
Marketing Track course	3
Elective course(s).....	3

¹At least two of the six required breadth courses *must* have a USU prefix.